

Product Vision

Hemmafesten

Hemmafesten makes it easy for friends to co-create the playlist while at a party or some other gathering. Only the host or creator of the party need to have Spotify Premium or even a normal Spotify account. Allow for anyone to contribute the music they feel like listening to. Create your party in Hemmafesten and create a good atmosphere.

The target user is person between 18 and 30 years old with a smartphone who is social and now and then parties with friends. The target is also persons who host these parties and in this case also a 18 to 30 years old person with a smartphone.

The host often have a need to create good and interesting playlists to create a good atmosphere. Many people enlist their friends for this task before the party via sites like Facebook, unfortunately this does not always result in much. Instead most party goers in the targeted age span tries to queue up songs using a shared computer while at the party.

“Hemmafesten” will solve this by allowing each party goer to easily contribute to the playlist while at the party from their own smartphones. It frees up the host from providing access to her personal computer as well as making it more convenient for each guest to queue a track when they realize what they want to dance or listen to next.